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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN MANITOBA, 1941.  
(Preliminary Report)

Retail sales in Manitoba exceeded \$200,000,000 in 1941 according to preliminary compilations for the Census of Merchandising and Service Establishments which formed part of the Decennial Census of 1941 and for which statistical reports were secured from all the retail trading establishments in the country. There were 6,891 retail merchandising establishments in Manitoba in 1941 with sales of \$200,821,000, an increase of 6 per cent over the \$189,243,900 recorded for 1930, the only other year for which complete retail trade statistics are available.

The scope of the Census of Merchandising for 1941 varied slightly from that of 1930, figures for the earlier period including certain minor types of business either excluded altogether from the 1941 Census or else included in a supplementary section rather than in the main tables. Exclusion of all figures for these types from the totals for both years reveals a net increase of 7 per cent in number of retail outlets between 1930 and 1941, while the 6 per cent increase in volume of business recorded in the grand totals remains unchanged.

Included in the totals for 1941 were 2,057 stores classified broadly as belonging to the food group of stores and embracing those types of retail outlets such as grocery stores, meat markets, confectionery stores, etc., which deal chiefly although not exclusively in food products. These stores had sales of \$32,487,200 in 1941, up 19 per cent over the corresponding figure for 1930.

Comparisons between the two years for individual kinds of business are distorted in some instances by changes in definition and methods of classification and also by changes in the nature of the business transacted by certain stores. These changes may occur suddenly or they may develop gradually and may require the transference of the stores in question from one kind-of-business classification to another. Changes in sales between the two census periods for individual lines of business, as shown in the accompanying tables, must be interpreted in the light of these considerations.

Grocery stores numbered 964 in 1941 and had sales of \$10,000,800, a decline of 3 per cent below the \$10,351,900 reported by 919 stores in 1930. There were 193 stores specializing in the sale of meat products and classified as meat markets in 1941 and these had sales of \$2,605,300, down 21 per cent from the volume of business transacted by this type of store in the earlier period. These reductions in the business of specialty meat and grocery stores were more than offset by an increase of 67 per cent in sales for stores selling both groceries and fresh meats and classified as combination stores. There were 367 combination stores with \$14,293,000 sales in 1941 compared with 408 stores and \$8,563,800 sales in 1930, the marked increase in volume of business notwithstanding a reduction in number of stores reflecting the shift to fewer and larger outlets, average sales per store standing at \$38,900 in 1941 and \$21,000 eleven years ago.

There were 1,063 stores classified as country general stores in Manitoba with sales of \$16,878,700 in 1941 compared with 830 stores and \$14,955,500 sales in 1930. Country general stores are defined as stores selling a general line of merchandise including food products and located in places of less than 2,000 population.

Sales of stores in the general merchandise group totalled \$61,425,400 in 1941, down 5 per cent from the earlier period. This figure includes the sales made by department stores, general merchandise stores and variety stores and it also includes the business transacted by mail-order houses and mail-order offices. In this connection it should be noted that the Census of Merchandising is taken on an establishment basis, a separate report being required for each established place of business. Thus mail-order sales are assigned in their entirety





to the city or town in which the mail-order office or mail-order house is located rather than being spread over the wider territory from which that business was drawn.

There were 1,006 establishments assigned to the automotive group and these had sales of \$29,294,100 in 1941, an increase of 43 per cent over the business transacted by 747 establishments in 1930. Figures for 1941 include 193 motor vehicle dealers with \$18,760,100, up 38 per cent over the corresponding figure for 1930. Included in the totals for 1941 were also 193 establishments classified as garages and these had total receipts amounting to \$2,859,800. The garages included here are establishments combining repairs with the sale of parts, equipment, gas and oil but in which receipts from repairs and other services performed amount to less than 50 per cent of the total annual revenue. Where revenue was derived chiefly from repairs and services, the establishment was assigned to the service section of the Census.

Included also in the automotive group were 577 filling stations with sales of \$6,852,900 in 1941, a gain of 77 per cent over the \$3,871,500 reported by 288 filling stations in the earlier census year.

Sales of stores specializing in men's clothing or furnishings were practically unchanged in 1941 from 1930; sales of women's specialty shops were down by 5 per cent, while sales of stores selling both men's and women's wear and classified as family clothing stores were 35 per cent greater in 1941 than in the earlier period, a gain which reflects the shifting of stores from the specialty class to the more general line, 62 family clothing stores being recorded in 1941 compared with 38 in 1930. Sales for the apparel group as a whole totalled \$10,192,100 in 1941, a gain of 6 per cent over the volume of business transacted by this group eleven years ago.

The building materials group had 361 retail outlets with \$10,591,100 sales in 1941 and 418 outlets with \$12,180,800 sales in 1930. Hardware stores and lumber and building material dealers form the two most important classifications in this group. There were 183 retail hardware stores in 1941 with sales of \$3,314,600, a decline of 19 per cent below the \$4,070,500 reported by 186 stores in the earlier year. The decline in this instance may be attributed in some measure to a shift in classification between wholesale and retail trade rather than to an actual decrease in the volume of business transacted. For Census purposes each establishment is classified in its entirety either to the wholesale or retail section, depending upon the basis upon which the major proportion of its business is transacted. Thus a slight change in method of operation between the two Census periods may have been sufficient to require the shifting of marginal enterprises from one phase of the Census reports to the other.

A considerable decline in the number of retail lumber yards was associated with but slight change in volume of business transacted. There were 138 lumber yards in Manitoba in 1941 with sales of \$6,316,000, down 2 per cent from the value of sales made by 176 yards eleven years ago. These figures relate only to the business transacted by retail lumber yards where no manufacturing operations are carried on. They do not include sawmills, planing mills or sash and door factories whose operations are included in the annual Census of Industry and not in the Census of Merchandising Establishments.

Stores dealing chiefly in furniture, household appliances or radios and musical instruments numbered 102 and had sales of \$3,394,000 in 1941 compared with 100 stores and \$3,733,400 sales in 1930. A marked increase was recorded in the restaurant group. There were 484 establishments in this group in 1941 with total receipts of \$7,019,100, a gain of 26 per cent over the volume of business transacted by 338 establishments eleven years ago.

Other important lines of business included drug stores of which there were 242 in 1941 with sales of \$5,829,100, up 36 per cent over the volume of business transacted by 220 drug stores in 1930. There were 75 jewellery stores with \$2,190,800 sales in 1941 compared with 59 stores and \$1,600,000 sales in 1930. Sales of government liquor stores totalled \$4,642,500 in 1941, up 18 per cent compared with the earlier period.

#### Chain Stores

The proportion of the retail trade transacted by chain store companies was slightly higher in 1941 than in the earlier census year. There were 343 chain store units in Manitoba with sales of \$27,308,200 in 1941, an amount which formed 13.6 per cent of the total retail trade of the province including both chains and independents. In 1930 there were 433 chain units and these had sales of \$22,613,400 or 12.0 per cent of the total annual business.

The chain figures shown in this report relate to all firms having four or more retail outlets with the single exception of department stores and mail-order houses. All department stores and mail-order houses are classified for census purposes as independents irrespective of the number of units operated by any one firm. The chain figures relate to corporate chains only; voluntary chains in which the individual stores are independently owned but are grouped for buying or advertising purposes are classified as independents and not as chains.



### Scope of Report

This report is one of a series presenting preliminary results of the Census of Merchandising and Service Establishments. This work forms part of the Decennial Census of 1941 and was taken by mail, the mailing list for the purpose having been prepared by the population census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed, on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

The present report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, payroll and year-end inventory for stores classified by kind-of-business. Figures are shown in detail for the province as a whole and for the city of Winnipeg and are shown in lesser detail for each census division and each incorporated place of 1,000 population or over. The operations of those types of service establishments coming within the scope of the Census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in course of preparation.

### Supplementary Reports

The results summarized in the preceding sections relate to regular established places of retail business. In addition, reports were received from a considerable number of persons who either had no established place of business or else did not devote their full time to retail trading. The chief types included in these supplementary reports are the following: agents for men's or women's garments, fruit and vegetable peddlers, agents for condiments and pharmaceuticals, farm implement agencies carried by farmers and agents for commercial fertilizers. The amount of business transacted by these miscellaneous types was small. There were 297 such persons from whom reports were received and their sales for 1941 totalled only \$388,400.

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Table 1. MANITOBA--Retail Merchandise Trade, by Kinds of Business

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.  
(n.c.) indicates that figures for 1930 and 1941 are not comparable, due to differences in the scope of the census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	6,859	6,891	\$ 189,243,900	\$ 200,821,000	+ 6.1	\$ 18,921,300	\$ 28,083,000
Total, Comparable Stores .....	6,217	6,667	186,398,200	197,862,000	+ 6.2	18,740,900	27,795,900
Food Group .....	2,249	2,057	27,410,900	32,487,200	+ 18.5	1,803,200	2,241,500
Bakery products stores (1) .....	40	33	322,800	199,900		22,000	6,100
Candy and confectionery stores --							
Candy, nut stores .....	7	7	63,300	65,600		8,700	6,300
Confectionery stores .....	346	398	3,416,800	3,190,200		229,400	253,600
Dairy products dealers --							
Dairy products stores (2) .....	8	10	145,200	97,900		12,600	2,000
Eggs and poultry stores .....	6	8	81,500	91,400		4,600	1,900
Milk dealers (n.c.) (3) .....	168	8	546,000	386,000		71,700	1,900
Fruit and vegetable stores .....	48	49	393,400	681,700		29,100	24,200
Grocery stores (without fresh meats) .....	919	964	10,351,900	10,000,800	- 3.4	322,600	1,011,800
Combination stores (groceries and meats) .....	408	367	8,563,800	14,293,000	+ 66.9	724,000	802,100
Meat markets (including sea foods) --							
Meat markets .....	273	193	3,304,900	2,605,300	- 21.2	158,000	73,700
Fish markets .....	2	6	4,600	60,300		5,200	9,500
Other food stores --							
Caterers .....	1	4)					
Coffee, tea and spice stores .....	1	2)					
Delicatessen stores .....	13	5)	216,700	815,100		215,300	48,400
Food stores with non-food departments .....	9	1)					
Other food stores .....	-	2)					
Country General Stores .....	830	1,063	14,955,500	16,878,700	+ 12.9	643,700	4,614,300
General Merchandise Group .....	109	116	64,931,200	61,425,400	- 5.4	7,840,700	8,342,000
Mail order offices .....	-	17)					
Department stores .....	5	8)	64,931,200	61,425,400	- 5.4	7,840,700	8,342,000
General merchandise and dry goods stores .....	95	71)					
Variety stores .....	9	17)					
Automotive Group .....	747	1,006	20,543,100	29,294,100	+ 42.6	1,951,200	2,110,500
Motor vehicle dealers --							
Automobile dealers .....	132	108	12,605,800	( 8,014,900)		708,400	871,300
Automobile dealers with wholesale car depts. ...	-	9	-	( 8,511,300)		319,400	225,200
Automobile dealers with farm implements .....	27	61	952,100	2,032,200	+ 38.1	108,600	272,300
Used car dealers .....	4	15	29,400	201,700)		5,800	17,900
Accessory, tire and battery shops .....	16	39	261,600	791,700		118,000	153,600
Garages .....	273	193	2,683,500	2,859,800	+ 6.6	294,400	286,900
Filling stations .....	288	577	3,871,500	6,852,900	+ 77.0	393,000	277,900
Other automotive establishments --							
Motorcycle dealers .....	1	1)					
Motorcycle and bicycle dealers .....	3	1)					
Aircraft and accessories .....	2	-)	139,200	29,600		3,600	5,400
Boats, motorboats, canoes, yachts .....	1	-)					
Boats (gas, oil, accessories and repairs) .....	-	2)					
Apparel Group .....	432	449	9,597,200	10,192,100	+ 6.2	1,192,300	2,649,400
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores	53	61	1,389,500	1,738,600)		172,200	506,100
Men's furnishings stores .....	17	5	259,000	60,700)	- 0.1	2,100	21,600
Men's hat stores .....	2	2	(x)	(x)		(x)	(x)
Custom tailors and made-to-measure clothing .....	129	87	1,040,000	852,900)		116,300	88,800
Family clothing stores .....	38	62	1,794,600	2,414,100	+ 34.5	251,900	762,800
Women's apparel and accessories stores --							
Women's ready-to-wear stores .....	50	96	2,028,400	2,408,900)		228,200	399,400
Hosiery, lingerie and accessories stores .....	5	8	(x)	(x)		(x)	(x)
Millinery stores .....	59	30	350,700	348,900)	- 4.9	55,900	27,200
Furriers--fur shops .....	31	31	1,235,300	545,700)		132,400	197,000
Infants' and children's wear stores .....	-	3	-	30,200)		2,200	10,100
Other women's apparel stores .....	7	27	33,100	76,400)		(x)	(x)
Shoe stores --							
Men's shoe stores .....	3	4	70,600	39,500)		4,300	6,700
Women's shoe stores .....	3	5	170,700	269,200)	+ 12.0	29,500	100,900
Family shoe stores .....	35	28	1,097,500	1,190,900)		152,500	468,100

(1) Exclusive of manufacturing bakeries. In addition to the sales reported here, retail sales of manufacturing bakeries were reported at \$1,818,400 for 1941.

(2) Exclusive of manufacturing dairies. In addition to the sales reported here, retail sales of manufacturing dairies were reported at \$ 2,632,300 for 1941.

(3) Figures for 1930 include producer distributors of milk. Such distributors are not included in the 1941 Census.



Table 1. MANITOBA--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.  
(n.c.) indicates that figures for 1930 and 1941 are not comparable, due to differences in the scope of the census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
			\$	\$		\$	
Building Materials Group .....	418	361	12,180,800	10,591,100	- 13.1	874,500	2,626,400
Hardware stores --							
Hardware stores .....	168	169	3,698,800	3,002,200	- 18.6	205,200	956,300
Hardware and farm implements .....	18	14	371,700	312,400		11,900	59,200
Lumber and building material dealers --							
Lumber and building materials .....	45	55	1,076,500	2,228,200	- 1.8	208,900	464,900
Lumber and building materials, coal and wood ...	131	83	5,353,700	4,087,800		330,300	946,500
Other building materials .....	7	5	1,157,800	175,700		16,800	13,700
Electrical supply stores .....	8	16	80,900	582,200		75,000	147,900
Heating and plumbing equipment dealers .....	29	9	257,700	72,100		7,500	6,900
Paint, glass and wallpaper stores .....	12	10	183,700	130,500		18,900	31,000
Furniture--Household--Radio Group .....	100	102	3,733,400	3,394,000	- 9.1	631,100	825,900
Furniture stores --							
Furniture stores .....	17	19	464,800	671,400		82,900	121,900
Furniture and undertaker .....	15	4	209,500	30,300		1,500	6,600
Household appliance or radio dealers --							
Household appliance stores .....	15	25	1,100,800	985,900		259,800	265,600
Household appliance stores with radios .....	6	17	272,600	737,400		98,100	183,200
Radio and music stores --							
Radio specialty stores .....	10	21					
Radio and music stores .....	3	5	1,509,700	805,200		153,300	199,400
Piano and music stores .....	21	2					
Other home furnishings and appliance stores --							
Antique shops .....	2	- )					
China, glassware, kitchenware .....	4	1					
Floor coverings, curtains, interior decorations.	1	3	176,000	163,800		35,500	49,200
Picture and picture framing stores .....	2	4					
Other home furnishings stores .....	4	1					
Restaurant Group .....	338	484	5,553,300	7,019,100	+ 26.4	1,198,700	218,000
Restaurants, cafeterias and eating places .....	( 208	( 3,806,400				732,500	91,800
Eating places with other merchandise .....	338 ( 246	5,553,300 ( 3,120,800				458,900	123,800
Refreshment booths and stands .....	( 30	( 91,900				7,300	2,400
Other Retail Stores .....	1,495	1,130	29,066,600	28,358,400	- 2.4	2,613,500	4,195,200
Farm implement dealers (n.c.) (4) .....	359	215	1,754,200	2,532,200		101,600	284,100
Feed stores --							
Feed stores (flour, feed, grain and seed) .....	36	46	1,010,100	734,000		49,700	120,400
Farmers' supply stores .....	27	36	1,058,600	1,049,200		59,300	357,100
Grain elevators (retail feed and coal)(n.c.) (5)	115	1	545,500	(x)		7,100	1,100
Harness shops .....	54	5	139,500	18,600		1,200	8,400
Book and stationery stores .....	18	17	801,400	633,900		148,100	176,900
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice) .....	159	135	7,181,300	5,098,600	- 28.6	490,500	405,400
Ice dealers .....	4	8	33,800	49,900		15,900	2,700
Drug stores --							
Drug stores without soda fountain or lunches ...	220	( 145	4,294,000	( 2,601,100	+ 35.8	238,000	642,500
Drug stores with soda fountains or lunches .....	( 97	( 3,228,000				379,600	483,000
Florists .....	28	29	688,700	419,300		51,200	14,300
Gift, novelty and souvenir shops .....	6	10	76,500	72,700		4,700	13,900
Camera and photographic supply stores .....	2	4	171,000	315,700		45,200	53,400
Jewellery stores .....	59	75	1,600,000	2,190,800	+ 36.9	291,200	651,600
Luggage and leather goods stores .....	2	2	(x)	(x)		13,700	18,800
Musical instrument stores. -- (without radios or pianos) .....	1	4	(x)	47,800		6,300	9,700
Newsdealers .....	9	9	286,400	214,200		15,800	13,900
Newsdealers and smallwares .....	14	7	254,300	23,900		1,100	7,100
Office, store and school furniture equipment supplies							
Office, store and school furniture equipment and supplies .....	20	7	967,500	266,600		43,800	102,300
Office and store appliance dealers .....	19	19	691,000	1,017,200		229,100	157,500
Opticians and optometrists .....	15	23	182,500	350,000		41,800	40,000
Sporting goods stores --							
Bicycle specialty shops .....	11	9	62,400	64,600		5,900	16,800
Other specialty shops .....	-	5	-	12,600		1,400	500
Sporting goods stores .....	4	4	266,200	63,900		6,600	14,200
Scientific and medical instruments .....	2	-	(x)	-		-	-
Tobacco stores and stands .....	73	118	981,100	1,418,700	+ 44.6	81,200	120,700
Government liquor stores .....	15	12	3,927,500	4,642,500	+ 18.2	140,100	228,100
Unclassified kinds of business .....	223	88	1,862,900	1,187,100		143,400	250,800
Second-Hand Goods .....	141	123	1,271,900	1,180,900	- 7.2	172,400	259,800

(4) Figures for 1930 include former agents. Figures for 1941 include only agents having established places of business.

(5) Figures for 1930 include the retail business in flour, feed or coal transacted by line elevators. Such retail business is not included in the regular retail tables for 1941. Retail sales of line elevators amounted to \$635,832 in 1941.



Table 2. WINNIPEG--Retail Merchandise Trade, by Kinds of Business  
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941.

(n.c.) indicates that figures for 1930 and 1941 are not comparable, due to differences in the scope of the census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	2,486	2,376	\$ 131,480,200	\$ 130,669,400	- 0.6	\$ 14,681,800	\$ 15,363,000
Food Group .....	1,053	892	15,332,300	18,525,300	+ 20.8	1,124,800	1,095,000
Bakery products stores (1) .....	17	17	176,200	117,700		12,000	29,000
Candy and confectionery stores .....	154	141	2,131,000	1,653,700		139,900	121,600
Dairy products dealers (n.c.) (2) .....	54	13	294,900	464,100		76,300	4,900
Fruit and vegetable stores .....	39	43	317,900	525,300		22,100	18,200
Grocery stores (without fresh meat) .....	418	389	5,190,200	4,704,300	- 9.4	141,800	406,300
Combination stores (groceries and meats) .....	263	214	5,675,700	9,051,100	+ 59.5	449,900	458,800
Meat markets (including sea foods) .....	84	62	1,329,700	1,195,200		67,600	33,900
Other food stores .....	24	13	216,700	813,900		215,200	48,400
General Merchandise Group .....	61	45	62,554,500	57,624,600	- 7.9	7,505,000	7,566,300
Automotive Group .....	216	260	12,308,900	17,330,400	+ 40.8	1,186,600	905,500
Motor vehicle dealers .....	28	37	8,281,800	11,902,200	+ 43.7	630,500	581,600
Accessory, tire and battery shops .....	13	19	233,400	666,000		111,100	141,600
Garages .....	55	37	1,188,300	1,218,700	+ 2.6	187,400	79,800
Filling stations .....	115	164	2,487,500	3,514,400	+ 41.3	254,200	97,100
Other automotive establishments .....	5	3	117,900	29,100		3,400	5,400
Apparel Group .....	275	291	7,393,100	7,426,000	+ 0.5	967,300	1,717,500
Men's and boys' clothing and furnishings stores .....	128	96	1,957,400	1,899,500	- 3.0	235,000	367,100
Family clothing stores .....	14	24	1,142,600	1,417,000	+ 24.0	185,300	381,100
Women's apparel and accessories stores .....	106	147	3,151,900	2,850,000	- 9.6	384,400	452,900
Shoe stores .....	27	24	1,141,200	1,259,500	+ 10.4	162,600	473,400
Building Materials Group .....	84	54	6,084,900	2,738,100	- 55.0	282,500	545,100
Hardware stores .....	26	26	1,387,100	619,600		46,500	155,900
Lumber and building material dealers .....	29	13	4,315,700	1,483,900		149,700	223,900
Electrical supply stores .....	4	7	59,400	491,600		66,300	134,900
Heating and plumbing equipment dealers .....	17	3	145,300	18,100		1,100	1,000
Paint, glass and wallpaper stores .....	8	5	177,400	124,900		18,900	29,400
Furniture--Household--Radio Group .....	56	48	3,134,700	2,859,500	- 8.8	570,700	710,300
Furniture stores .....	10	12	395,300	604,500		80,800	103,100
Household appliance or radio dealers .....	35	28	2,571,200	2,092,800		454,400	558,700
Other home furnishings and appliance stores ....	11	8	168,200	162,200		35,500	48,500
Restaurant Group .....	190	258	4,265,900	4,631,200	+ 8.6	875,200	100,600
Other Retail Stores .....	451	435	19,253,100	18,481,700	- 4.0	2,006,800	2,487,200
Book and stationery stores .....	12	12	721,500	567,300	- 21.4	144,000	160,900
Coal and wood yards (ice dealers) .....	72	51	5,574,700	4,077,800	- 26.9	410,800	311,300
Drug stores .....	101	111	2,609,900	3,707,200	+ 42.0	450,400	550,300
Florists .....	20	24	561,000	386,200		50,700	13,900
Jewellery stores .....	25	33	1,341,300	1,728,400	+ 28.9	253,700	467,300
Tobacco stores and stands .....	42	74	726,000	1,073,700	+ 47.9	64,500	88,700
Unclassified kinds of business .....	179	130	7,718,700	6,941,100		632,700	894,800
Second-Hand Group .....	100	93	1,152,800	1,052,600	- 8.7	162,900	235,500

(1) Exclusive of manufacturing bakeries.

(2) Exclusive of manufacturing dairies. Figures for 1930 include producer distributors of milk. Such distributors are not included in the 1941 Census.



Table 3. MANITOBA--Summary of Retail Merchandise Trade, by Census Divisions and Incorporated Places of 1,000 Population or Over

Comparison of Stores and Sales for 1930 and 1941

Census Division and Locality	Population		Number of Stores		Net Sales		Per cent Change
	1931	1941	1930	1941	1930	1941	
TOTAL, MANITOBA .....	700,139	729,744	6,859	6,891	\$ 189,243,900	\$ 200,821,000	+ 6.1
Division No. 1 .....	22,817	27,813	143	221	1,173,500	2,119,100	+ 80.6
Division No. 2 .....	38,810	41,426	319	330	3,952,700	4,767,800	+ 20.6
Morden .....	1,416	1,427	37	29	554,700	568,400	+ 2.5
Division No. 3 .....	26,753	24,781	276	270	3,400,100	3,145,900	- 7.5
Killarney .....	1,003	1,051	33	33	583,200	453,600	- 22.2
Division No. 4 .....	18,253	15,699	256	205	3,124,300	2,816,600	- 9.9
Division No. 5 .....	46,288	48,424	283	358	3,320,700	4,555,100	+ 37.2
Beausejour .....	1,159	1,161	28	34	338,700	603,300	+ 78.1
Transcona .....	5,747	5,495	54	44	980,200	1,105,900	+ 12.8
Division No. 6 .....	283,828	295,342	3,036	2,931	139,058,700	140,640,500	+ 1.1
Winnipeg .....	218,785	221,960	2,486	2,376	131,480,200	130,669,400	- 0.6
Brooklands .....	2,462	2,240	16	37	154,100	280,800	+ 82.2
Carmen .....	1,418	1,455	49	46	753,700	881,400	+ 16.9
Portage la Prairie .....	6,597	7,187	107	88	2,366,900	3,111,000	+ 31.4
St. Boniface .....	16,305	18,157	121	131	2,061,600	2,871,400	+ 39.3
Division No. 7 .....	36,912	36,669	456	437	9,522,600	11,555,600	+ 21.3
Brandon .....	17,082	17,383	229	221	7,322,600	9,249,200	+ 26.3
Division No. 8 .....	19,846	17,803	245	220	3,509,200	3,213,300	- 8.4
Souris .....	1,661	1,346	42	35	583,400	684,700	+ 17.4
Virden .....	1,590	1,619	44	39	979,300	759,900	- 22.4
Division No. 9 .....	45,414	47,277	407	369	4,864,800	5,709,500	+ 17.4
Selkirk .....	4,486	4,915	71	61	1,110,500	1,381,600	+ 24.4
Stonewall .....	1,031	1,020	25	22	392,000	321,300	- 18.0
Division No. 10 .....	17,916	19,562	227	189	2,090,400	2,535,600	+ 21.3
Neepawa .....	1,910	2,292	52	44	803,600	1,144,900	+ 42.5
Division No. 11 .....	28,100	26,637	320	299	3,776,000	3,389,900	- 10.2
Minnedosa .....	1,680	1,636	39	34	617,400	576,400	- 6.6
Division No. 12 .....	24,344	25,387	163	203	1,849,900	2,129,200	+ 15.1
Division No. 13 .....	24,263	26,033	193	232	2,626,400	4,401,900	+ 67.6
Dauphin .....	3,971	4,662	69	83	1,732,000	3,001,100	+ 73.3
Division No. 14 .....	25,978	26,613	174	220	1,864,000	2,435,900	+ 30.7
Division No. 15 .....	10,008	12,059	122	111	1,167,400	1,299,900	+ 11.4
Swan River .....	-	1,129	(a)	40	(a)	609,500	(a)
Division No. 16 .....	30,669	38,219	239	296	3,943,200	6,105,200	+ 54.8
The Pas .....	4,030	3,181	66	50	1,523,600	1,044,300	- 31.5

(a) Comparable figures for 1930 are not available.



Table 4. MANITOBA--Retail Merchandise Trade by Census Divisions  
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Census Division and Locality	KIND-OF-BUSINESS GROUPS													
	All Stores TOTAL		Food Group		Country General Stores		General Merchandise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1. TOTAL, MANITOBA .....	6,891	200,821	2,057	32,437	1,063	16,878	116	61,425	1,006	29,294	449	10,192	361	10,592
2. Division No. 1 .....	221	2,119	72	221	95	1,026	-	-	27	470	1	(x)	7	(x)
3. Division No. 2 .....	330	4,767	56	409	84	1,554	2	(x)	70	984	5	71	36	81
4. Morden .....	29	568	3	92	4	92	1	(x)	6	116	3	(x)	5	12
5. Remainder of division .	301	4,199	53	317	80	1,462	1	(x)	64	868	2	(x)	31	66
6. Division No. 3 .....	270	3,145	47	426	63	1,210	1	(x)	52	501	8	39	34	45
7. Killarney .....	33	453	5	116	1	(x)	1	(x)	11	80	2	(x)	3	6
8. Remainder of division .	237	2,692	42	310	62	(x)	-	-	41	420	6	(x)	31	42
9. Division No. 4 .....	205	2,816	30	395	37	780	2	(x)	43	480	6	87	21	31
10. Division No. 5 .....	358	4,555	127	1,370	102	1,156	5	305	50	640	13	(x)	12	61
11. Beausejour .....	34	603	7	39	7	180	-	-	6	196	1	(x)	4	12
12. Transcona .....	44	1,105	14	475	-	475	4	(x)	4	136	6	27	5	15
13. Remainder of division .	280	2,845	106	655	95	975	1	(x)	40	307	6	(x)	3	25
14. Division No. 6 .....	2,931	140,640	1,087	21,788	56	828	59	58,075	362	19,037	315	7,823	82	3,982
15. Winnipeg .....	2,376	130,669	892	18,525	-	-	45	57,624	260	17,330	291	7,426	54	2,771
16. Brooklands .....	37	280	16	129	-	-	-	-	12	90	2	(x)	1	(x)
17. Carmen .....	46	881	6	168	3	84	-	-	11	217	6	133	5	11
18. Portage La Prairie ....	88	3,111	21	829	-	-	7	347	13	461	10	204	3	(x)
19. St. Boniface .....	131	2,871	68	1,358	-	-	5	(x)	18	331	5	45	8	58
20. Remainder of division .	253	2,826	84	797	53	744	2	(x)	48	606	1	(x)	11	30
21. Division No. 7 .....	437	11,555	105	1,870	47	782	10	1,431	89	2,753	32	1,043	29	81
22. Brandon .....	221	9,249	60	1,468	-	-	8	(x)	34	2,232	25	(x)	11	61
23. Remainder of division .	216	2,306	45	401	47	782	2	(x)	55	520	7	(x)	18	21
24. Division No. 8 .....	220	3,213	42	598	42	831	2	(x)	42	596	13	147	23	44
25. Souris .....	35	684	7	197	2	(x)	1	(x)	8	178	4	42	3	14
26. Virden .....	39	759	7	167	2	(x)	-	-	5	126	6	95	4	11
27. Remainder of division .	146	1,768	28	233	38	708	1	(x)	29	292	3	9	16	20
28. Division No. 9 .....	369	5,709	144	2,107	49	743	4	53	54	746	11	175	18	88
29. Selkirk .....	61	1,381	22	455	-	-	3	(x)	7	167	8	113	5	31
30. Stonewall .....	22	321	4	75	1	(x)	-	-	5	91	-	-	3	6
31. Remainder of division .	286	4,006	118	1,576	48	(x)	1	(x)	42	487	3	61	10	42
32. Division No. 10 .....	189	2,535	40	310	49	714	6	(x)	32	526	5	101	14	38
33. Neepawa .....	44	1,144	6	130	-	-	5	(x)	9	308	3	(x)	3	14
34. Remainder of division .	145	1,390	34	180	49	714	1	(x)	23	218	2	(x)	11	15
35. Division No. 11 .....	299	3,389	66	673	65	1,068	2	(x)	60	669	6	43	32	35
36. Minnedosa .....	34	576	5	195	1	(x)	2	(x)	6	89	2	(x)	2	(x)
37. Remainder of division .	265	2,813	61	478	64	(x)	-	-	54	580	4	(x)	30	(x)
38. Division No. 12 .....	203	2,129	48	163	95	1,572	-	-	33	283	-	-	1	(x)
39. Division No. 13 .....	232	4,401	49	487	66	362	9	627	35	815	11	377	13	43
40. Dauphin .....	83	3,001	11	341	-	-	9	627	15	662	11	377	4	(x)
41. Remainder of division .	149	1,400	38	145	66	862	-	-	20	153	-	-	9	(x)
42. Division No. 14 .....	220	2,435	58	330	79	1,230	-	-	27	322	3	8	13	27
43. Division No. 15 .....	111	1,299	22	223	27	481	1	(x)	19	224	6	36	10	13
44. Swan River .....	40	609	8	110	4	155	1	(x)	7	150	5	(x)	4	6
45. Remainder of division .	71	690	14	112	23	326	-	-	12	73	1	(x)	6	(x)
46. Division No. 16 .....	296	6,105	64	1,109	107	2,035	13	632	11	241	14	179	16	43
47. The Pas .....	50	1,044	17	302	-	-	9	276	3	80	6	55	3	7
48. Remainder of division .	246	5,060	47	807	107	2,035	4	356	8	161	8	124	13	32



Table 4. MANITOBA--Retail Merchandise Trade by Census Divisions  
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

(x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

INDIVIDUAL KINDS OF BUSINESS (Included also in Group Totals)															
Furniture Household-Radio Group		Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores	
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
102	3,394	484	7,019	1,253	29,539	1,331	24,293	193	18,760	577	6,852	193	2,859	242	5,829
1.															
-	-	-	-	19	131	55	181	4	238	7	21	15	209	2	(x) 2.
4	(x)	11	74	62	840	30	269	24	567	31	274	14	135	9	112 3.
1	(x)	1	(x)	5	72	2	(x)	2	(x)	3	58	1	(x)	1	(x) 4.
3	(x)	10	(x)	57	768	28	(x)	22	(x)	28	216	13	(x)	8	(x) 5.
3	(x)	9	58	53	377	13	203	10	222	24	148	16	125	10	96 6.
-	-	3	31	7	59	4	103	1	(x)	7	53	2	(x)	2	(x) 7.
3	(x)	6	27	46	318	9	100	9	(x)	17	95	14	(x)	8	(x) 8.
3	(x)	9	94	54	613	18	280	8	186	23	129	11	162	7	85 9.
2	(x)	19	139	28	279	93	1,084	10	319	31	274	8	39	6	94 10.
-	-	4	(x)	5	34	3	29	4	185	2	(x)	-	-	1	(x) 11.
-	-	5	(x)	6	128	11	411	-	-	3	(x)	1	(x)	2	(x) 12.
2	(x)	10	53	17	117	79	643	6	134	26	137	7	(x)	3	29 13.
53	2,948	299	5,041	618	21,112	746	16,562	52	12,639	234	4,327	51	1,347	125	3,986 14.
48	2,859	258	4,631	528	19,534	603	13,755	37	11,902	164	3,514	37	1,218	111	3,707 15.
-	-	-	-	6	27	13	107	-	-	4	12	6	51	-	- 16.
1	(x)	2	(x)	12	127	3	139	3	(x)	5	22	3	5	3	(x) 17.
2	(x)	10	227	22	711	15	721	4	353	7	85	2	(x)	3	(x) 18.
2	(x)	7	(x)	18	437	51	1,147	1	(x)	14	251	2	(x)	4	81 19.
-	-	22	90	32	274	61	691	7	145	40	441	1	(x)	4	34 20.
4	145	32	716	89	1,967	56	1,402	19	2,080	52	453	15	190	14	304 21.
4	145	24	650	55	1,708	37	1,165	9	1,828	18	261	5	116	6	229 22.
-	-	8	66	34	258	19	236	10	251	34	192	10	74	8	74 23.
4	(x)	13	91	39	434	15	359	8	258	22	136	12	202	11	173 24.
2	(x)	3	35	6	116	3	(x)	3	117	3	(x)	2	(x)	2	(x) 25.
1	(x)	4	26	9	95	2	(x)	2	(x)	2	(x)	1	(x)	1	(x) 26.
1	(x)	6	30	24	222	10	104	3	(x)	17	97	9	147	8	112 27.
3	77	27	180	59	825	102	1,656	11	387	36	338	5	10	12	315 28.
1	(x)	6	(x)	9	145	16	(x)	3	125	4	(x)	-	-	2	(x) 29.
1	(x)	1	(x)	7	37	2	(x)	4	84	1	(x)	-	-	2	(x) 30.
1	(x)	20	115	43	643	84	1,300	4	176	31	290	5	10	8	240 31.
1	(x)	7	70	35	315	18	186	7	290	19	150	6	85	6	66 32.
-	-	5	(x)	13	214	4	91	3	218	4	29	2	(x)	2	(x) 33.
1	(x)	2	(x)	22	100	14	94	4	72	15	121	4	(x)	4	(x) 34.
4	(x)	9	54	55	440	33	480	10	292	35	244	14	128	14	138 35.
1	(x)	5	39	10	87	4	187	1	(x)	3	34	2	(x)	2	(x) 36.
3	(x)	4	15	45	353	29	292	9	(x)	32	210	12	(x)	12	(x) 37.
4	(x)	6	18	16	53	33	118	8	164	18	84	6	30	4	(x) 38.
5	8	16	220	28	584	31	312	7	612	17	124	7	60	4	98 39.
3	(x)	11	203	19	537	7	220	5	(x)	4	68	2	(x)	3	(x) 40.
2	(x)	5	16	9	46	24	92	2	(x)	13	56	5	(x)	1	(x) 41.
3	6	11	73	26	187	35	203	7	212	18	92	2	(x)	7	82 42.
3	(x)	6	38	17	150	13	152	4	139	6	23	8	50	4	54 43.
1	(x)	2	(x)	8	76	3	52	4	139	1	(x)	2	(x)	2	(x) 44.
2	(x)	4	(x)	9	74	10	99	-	-	5	(x)	6	(x)	2	(x) 45.
6	117	10	145	55	1,225	40	840	4	148	4	28	3	(x)	7	182 46.
2	(x)	2	(x)	8	211	9	213	1	(x)	1	(x)	1	(x)	2	(x) 47.
4	(x)	8	(x)	47	1,014	31	626	3	(x)	3	(x)	2	(x)	5	(x) 48.



**Table 5. MANITOBA--Retail Merchandise Trade, by Types of Operation**  
**Comparison of Stores and Sales for 1930 and 1941**

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
<b>TOTAL, ALL STORES</b> .....	6,859	6,891	\$ 189,243,900	\$ 200,821,000	100.0	100.0
Independent Stores .....	6,426	6,548	166,630,500	173,512,800	88.0	86.4
Chain Stores .....	433	343	22,613,400	27,308,200	12.0	13.6
<b>Grocery Stores (without fresh meats)</b> .....	919	964	10,351,900	10,000,800	100.0	100.0
Independent stores .....	863	939	8,492,300	9,533,000	82.0	95.3
Chain stores .....	56	25	1,859,600	467,800	18.0	4.7
<b>Combination Stores (groceries and meats)</b> .....	408	367	8,563,800	14,293,000	100.0	100.0
Independent stores .....	353	305	5,047,200	6,467,300	58.9	45.3
Chain stores .....	55	62	3,516,600	7,825,700	41.1	54.7
<b>Grocery and Combination Stores</b> .....	1,327	1,331	18,915,700	24,293,800	100.0	100.0
Independent stores .....	1,216	1,244	13,539,500	16,000,300	71.5	65.9
Chain stores .....	111	87	5,376,200	8,293,500	28.5	34.1
<b>Lumber and Building Material Dealers</b> .....	176	138	6,430,200	6,316,000	100.0	100.0
Independent stores .....	90	74	4,382,100	4,220,400	67.2	66.8
Chain stores .....	86	64	2,108,100	2,095,600	32.8	33.2
<b>Restaurants</b> .....	306	454	5,328,000	6,927,200	100.0	100.0
Independent stores .....	299	438	4,963,100	6,317,600	93.2	91.2
Chain stores .....	7	16	364,900	609,600	6.8	8.8

**Table 6. WINNIPEG--Retail Merchandise Trade, by Types of Operation**  
**Comparison of Stores and Sales for 1930 and 1941**

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
<b>TOTAL, ALL STORES</b> .....	2,486	2,376	\$ 131,480,200	\$ 130,669,400	100.0	100.0
Independent Stores .....	2,274	2,800	115,048,200	111,510,900	87.5	85.3
Chain stores .....	212	176	16,432,000	19,158,500	12.5	14.7
<b>Grocery and Combination Stores</b> .....	631	603	10,865,900	13,755,400	100.0	100.0
Independent stores .....	603	537	7,359,000	7,768,300	67.7	56.5
Chain stores .....	78	66	3,506,900	5,987,100	32.3	43.5







